

## **SAMPLE NEWS RELEASE**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number]**

### **[Local Organization], NHTSA, SAMHSA, NIAAA, Others Unite to Help Those with Alcohol Disorders on National Alcohol Screening Day**

**[Date] – [Local Leader / Organization]** is teaming up with the National Highway Traffic Safety Administration, the National Institute on Alcohol Abuse and Alcoholism, and the Substance Abuse and Mental Health Services Administration, to support National Alcohol Screening Day on April 7<sup>th</sup>, 2005. Please join us for screening at **[Time and Place]** The event's purpose is to screen patients for alcohol use problems and actively promote alcohol screening and brief intervention as part of standard medical practice. Over 5,000 sites hosted screening events in 2004.

Impaired driving is one of the nation's deadliest problems. Nationally, more than 17,000 people died in alcohol-related highway crashes during 2003. Every 30 minutes, nearly 50 times a day, someone in America dies in an alcohol-related crash, and many more are injured as a result of those crashes. Furthermore, alcohol-related fatalities are occurring increasingly among motorcyclists.

Impaired driving is often a symptom of the larger problem of alcohol misuse. The deadly combination of alcohol and driving is plaguing our roadways with dangerous drivers who don't know where to draw the line.

"By screening for alcohol use problems, we can find people the help they need before they get behind the wheel" said **[Local Leader]**. Medical research shows that screening and brief intervention is effective in changing drinking and driving patterns among problem drinkers. **[Local Leader]** said that with alcohol as the most frequently used and abused substance in the US, action must be taken to prevent future alcohol related injuries.

"Problem drinkers need to know that drinking too much or too often will greatly increase their risk for being injured or developing health problems associated with drinking alcohol," said **[Local Organization]**. "We want people to know that they're not alone and

we're here to find them the help they need to deal with their alcohol problems."

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